

AGRICULTURAL MARKETING



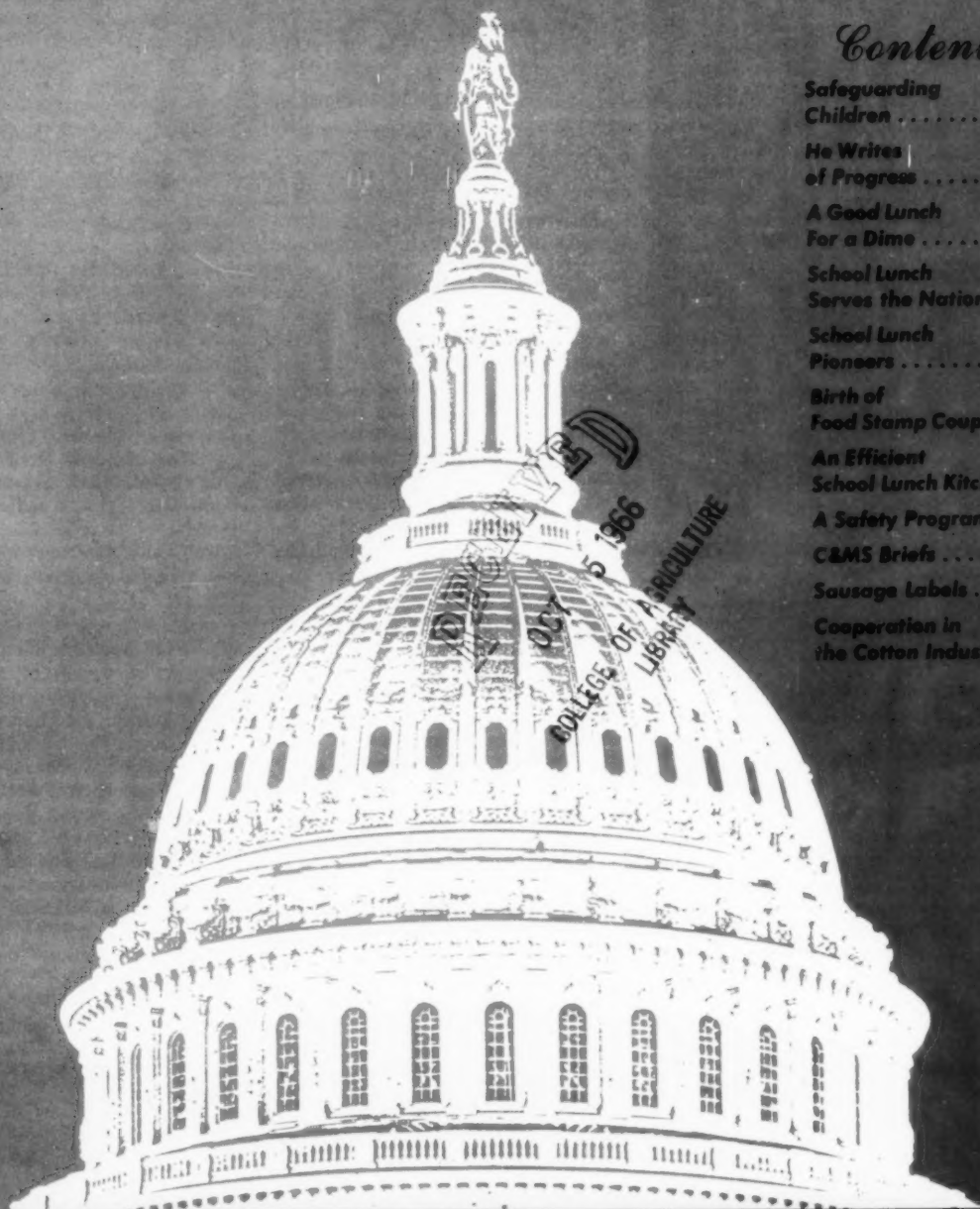
September 1966



School Lunch Serves the Nation / 20th Anniversary

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" . . . to safeguard the health and well-being of the Nation's children . . . "

The National School Lunch Act was passed 20 years ago. This year 19 million children will eat nutritious school lunches—but there is still much to do.

*By S.R. Smith, Administrator
Consumer and Marketing Service*

JUST 20 YEARS AGO this month, the first school lunches under a new national policy were served to youngsters in all parts of the country. It is expressed in these words in the National School Lunch Act, signed into law on June 4, 1946: "It is hereby declared to be the policy of Congress, as a measure of national security, to safeguard the health and well-being of the Nation's children and to encourage the domestic consumption of nutritious agricultural commodities and other foods . . . by assisting the States . . . in the establishment, maintenance, operation, and expansion of non-profit school lunch programs."

That Act also recognized that some children's parents cannot afford even the low prices normally charged for school lunches, and provided that needy children receive their lunches "without cost or at a reduced cost."

Thus was charted a well-defined course. Twenty years later, we're still on course, certainly, but let's see how far we've come and, more important, how far we have to go.

In the intervening two decades the National School Lunch Program has become an outstanding example of effective local-State-Federal teamwork—teamwork that converted the scattered, widely-variable school feeding efforts of the '30s and '40s into organized, nutrition-based programs that are a vital part of the education of millions of young people. Taken together, the more than 71,000 schools serving nutritious, well-balanced lunches every day represent the largest non-profit food service operation in the world, and a significant and growing market for food and farm products. We expect that in the school year

starting this month, some 19 million children will be eating lunch at school under this program.

Yes, we've made good progress in the past 20 years. But when we are directed to "safeguard the health and well-being of the Nation's children," it means *all* the Nation's children, regardless of the income of their parents and regardless of their race, color or national origin.

In that context, we have a great deal of progress still to make.

Some four or five years ago, a problem that had not been generally recognized began to come to public attention. The requirement that children who cannot afford the regular price of lunches are to get them free or at reduced prices works fine in average, middle-income communities where only a small percentage of the children are in need. Over the years, some 10 percent of all children participating have received free or reduced-price lunches nationally.

But there are many children attending schools without lunch facilities of any sort, and frequently these are old school buildings in cities or isolated rural schools that don't have money, space, or resources to make lunches available in the normal pattern. Frequently, too, the children at such schools are those most in need of food help.

In 1962, Congress amended the National School Lunch Act by adding Section 11, providing authority and guidelines to meet the needy-child problem. And in the 1965-66 year, there was appropriated for the first time a sum of \$2 million to carry out demonstration programs of special assistance to needy schools in all the States. The nearly 200,000 needy children in, over 800

schools who benefited from this special help last year bear witness to our belief that this is an effective way for the Federal Government to help communities move further in safeguarding the health and well-being of *all* the Nation's children.

Our knowledge of child nutrition has progressed in 20 years, too. Today we have a better understanding of the relation between adequate diet and learning. The ill-nourished child is a poor student. Recent studies indicate that many youngsters—particularly teen-agers—don't have adequate diets, regardless of financial standing. In fact, it appears that the more affluent high school students with funds, freedom and mobility make up a heavy percentage of the children who don't take advantage of the nutritional bargain available to them at school.

Here, too, is a job to be done. And it is one that requires intense effort as we enter a new decade of child food service. In a way it is more difficult than providing lunches for children who cannot afford them. For example, more nutrition education is needed among children (and perhaps their parents) who can afford good meals but don't get them. It will require teamwork of parents, organizations, and State and local governments pitching in with an extra effort to make full use of the National School Lunch Program.

The first 20 years of the school lunch program have given us the experience and know-how to close the nutrition gap among children. The next 20 years will be more challenging—yes, and success and achievement will be even more rewarding.

FROM THE 1850'S WHEN the first known school feeding in the United States took place in New York City, until the National School Lunch Act was passed in 1946, details about school lunch pioneers and their experiences have been disappointingly sparse.

The New York effort didn't spread far until the 20th century, when many school feeding programs sprang up in all parts of the country about the time of World War I.

Fred G. Weller, a retired school principal in Yakima Valley, Washington, recently described the school lunch programs of a half century ago in his area. His letter is paraphrased as follows:

About 1915 I served as manual training instructor in the Nob Hill School, a nearly-new two-story school building. It had a large multi-purpose room, equipped with kerosene oil stoves and work tables, which was used as a domestic science classroom.

Upon learning of a hot lunch program at the nearby Fruitvale School (now called the Castlevalle School) I cranked up my secondhand bicycle and chugged over the hill to observe the noon lunch hour. The local resident teacher had procured an old wood-burning range for one corner of the hallway and a large restaurant-type soup kettle. With food (potatoes, onions, and such) donated by

HE WRITES OF PROGRESS

A retired school principal remembers a school lunch when it was hot soup made on a wood-burning stove by the domestic science teacher.

local residents, she prepared a hot supplement to the meager cold lunches brought by the students.

Our school board, at their very next meeting, hesitatingly agreed that we could start serving hot lunch—like the Fruitvale School—with the help of the domestic science class. Our request to the homes for food donations brought ready response, so the hot lunch program was on its way, supplying each pupil with a generous helping of real stew.

The next year Nob Hill School was

one of the very first to install electric equipment, so we got hot plates for our lunch program. But soon, to speed up cooking and serving, we got an insulated metal-lined wooden unit with a large restaurant-type cooker pot in the cabinet with lids to hold the heat.

Years later, during the depression, when I served as principal of the Moxee Central Elementary School, we organized a still more extensive hot lunch program—using all-metal, all-electric cooker cabinets. Locally supplied meats and vegetables were supplemented with Government surplus foods. The domestic science teacher and two employed cooks organized and supervised the program. Students helped with serving a rich vegetable-meat stew in large bowls to add to their lunch from home.

What a contrast from a "hot soup" hot lunch plan in a two or three-room school building, using an old "pioneer type" wood burning range, to the very extensive Government-supervised program now serving over 71,000 schools.

Today all three schools mentioned in Mr. Weller's letter are active in the National School Lunch Program, administered by the Consumer and Marketing Service of the U.S. Department of Agriculture. Each serves from 200 to over 300 complete Type A lunches a day—living testimony to a good beginning in Yakima Valley.

ORVILLE L. FREEMAN
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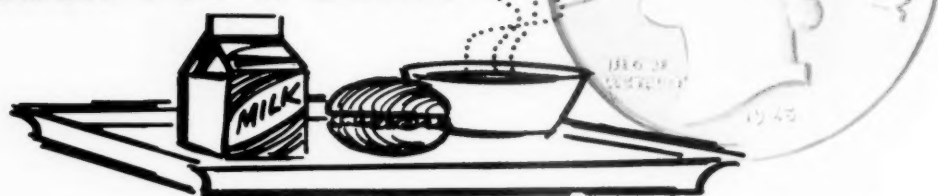
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COVER PHOTO

The past 20 years have brought experience, know-how, and ever-increasing participation to the National School Lunch Program—the challenge for the next 20 years is to make sure every school child is well fed. See pages 2-7, 10.

A Good Lunch For a Dime



A GOOD LUNCH FOR a dime. Impossible in this day and age, most would say. But it happened for thousands of school children who got the best food buy of their lives during the last school year. For the first time, special school lunch funds helped needy-area schools provide lunches to all their children who hadn't been able to pay for them. With this extra help, many schools were indeed offering lunch for as little as 10 cents to all their hungry students.

These are the old, isolated, poorly equipped schools that can hardly make a go of it, even with the help of the National School Lunch Program paying a fifth of the food bill with food and cash donations—as it normally does in participating schools. The National School Lunch Program is administered by the U.S. Department of Agriculture's Consumer and Marketing Service.

In 1963-64, Federal, State, and local efforts extended the program to many areas where lack of facilities and limited economic resources worked against the establishment of lunch programs. Local people and organizations played prominent roles where lunch programs were established. But last November, Congress voted to appropriate \$2 million for a demonstration project of special assistance for schools in dire need. It paid off handsomely, bringing nourishing lunches to nearly 200,000 more children for the remainder of the school year. Every State took part, providing special assistance to over 800 individual schools.

"It gave us a chance to reach further into pockets of poverty all over this Nation," said Secretary of Agriculture Orville L. Freeman. "Federal, State and local officials cooperating in this project have truly demonstrated that a little

means a lot when it comes to feeding youngsters. It is a dramatic illustration of the potential of the National School Lunch Program to help improve child nutrition among our less fortunate citizens."

The majority of the 817 demonstration project schools had been participating in the "regular" school lunch program but were unable to take care of all the children who couldn't pay the usual price. Thus only about 20 percent of the 330,000 children enrolled in these schools were getting the nutritious lunches available.

The \$2 million appropriation made it possible for these needy-area schools to reduce the lunch price to all children by 5 cents or 10 cents—bringing the lunch price to as low as 10 to 15 cents in many areas. Also, the schools were able to increase the number of free lunches served to especially needy children by over 90 percent. After these innovations, the rate of participation in the lunch program jumped to as much as 75 to 85 percent of enrollment in a majority of the project schools.

Beginning a lunch program in a poor neighborhood brings other rewards too. A Denver parochial school principal recently reported "phenomenal improvements among our elementary school children after they began getting good lunches. Before, our absentees had been running about 50 to 60 youngsters a day of a total student body of 350," he said. After lunch service began, the number of children absent dropped to 7 or 8 a day.

Teachers who had been discouraged by dull, unresponsive classes were amazed at the lively spirits emerging when the children began getting good food at school. "They're so hungry we have to cook enough food for two serv-

ings each, with practically no food wasted. We had just never realized these children were not getting enough to eat," the principal declared.

Typical of the areas helped by last year's demonstration project is Allamuchy in northwest New Jersey, in the mountainous lake country. Most families earn little or no income in this small rural community and the elementary school there had never been able to have a lunch program.

Under the demonstration project, the Allamuchy school received 15 cents cash reimbursement for every Type A lunch served, in addition to federally-donated foods. The School District applied for and received funds from the Elementary and Secondary School Education Act to build a stainless steel kitchen, and help pay school lunch workers.

From opening day of the project last March to the end of the school year, all 200 students received Type A school lunches free. A grateful student expressed his delight when he wrote to:

Lyndon B. Johnson, President
United States of America
Washington, D.C.

Dear Mr. President,

I am a student at Allamuchy School and I would like to thank you. Having a lunchroom and prepared food is great! It is better than bringing lunches. We have the best cooks in New Jersey. They give us balanced meals, which keep us active for recess and ready to work the rest of the afternoon. We are sending you pictures of our lunchroom.

We are sorry that you cannot come to see it in person, but we know how busy you are being President of the United States.

Yours truly,
Mark Hoff
Representing Grade 6

IF SUNDAY IS ALREADY a red-letter day on your calendar, color October 9 like a rainbow. That's how special it is.

It's the start of National School Lunch Week. And this fall, the second generation of children are starting to grow up with the school lunch program. This year is the twentieth anniversary of the National School Lunch Act.

The theme this year is "School Lunch Serves the Nation."

In recognition of that service, National School Lunch Week has a unique distinction. It is established by a Joint Resolution of Congress, a Presidential Proclamation, and proclamations by Governors of many States.

"No Nation is any healthier than its children, or more prosperous than its farmers. In the National School Lunch Act, the Congress has contributed immeasurably to the welfare of our farmers and the health of our children." Those were the prophetic words of President Harry S. Truman when he signed the National School Lunch Act on June 6, 1946.

Since the first year of the program the number of children taking part has tripled. An even better mark of its success is this: In 1946-47, one out of six children in grade school and high school took part; in 1966-67, a little more than one out of three is taking part.

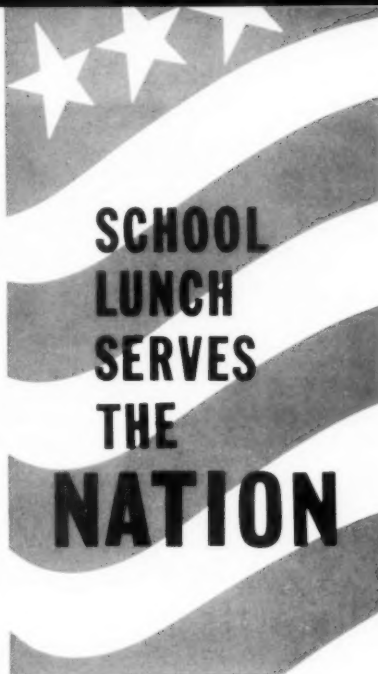
But the same figures show the job isn't done—the Nation still has a long way to go to make sure every school child is well-fed. And the number of children is increasing rapidly.

National School Lunch Week is most of all a chance for schools to "set an extra plate"—that is, to show parents and local officials, in fact the whole community, what it's about.

Lunchrooms become the center of attention for local press and radio-tv reporters. The schools also use it to drive home to their children the value of good nutrition.

From the start 20 years ago, the National School Lunch Program has had no boundaries set by race or religion.

It's available to private and parochial



schools in all States, as well as public schools. And a 15-year-old report on "Participation of Negro children in School Lunch Programs" estimated that nearly 400,000 Negro children took part in 14 Southern States, during the 1949-50 school year.

Here are some highlights about the National School Lunch Program:

- It offers lunches to school children at about one-half the cost of preparing them. Lunches may be served at reduced rates or free to children from needy families who cannot meet the usual price of a lunch.
- The lunches are scientific blends of tastiness and nutrition. They are designed to give each student-customer up to one-half of his daily nutritional needs.
- The lunches are "home grown." Most of the food that goes into them is purchased from local merchants. In fiscal 1966, the local purchases amounted to more than \$790 million.
- The lunches vary as to content and makeup. This encourages students to

eat a variety of food and thereby establish good eating habits. These good habits follow the students into their adult lives when they become purchasers of food in their own right. In this way, the National School Lunch Program creates steady, dependable markets for food.

- The lunches are a cooperative enterprise. The Federal Government, through the U.S. Department of Agriculture's Consumer and Marketing Service, contributes cash, food and technical assistance and administers the program nationally. The State governments contribute cash, primarily for State administration and supervision. And, locally, student payments for lunches contribute nearly 60 percent of program costs.
- But isolated rural and city schools, where few if any students can pay for lunches, usually cannot establish any kind of food service without extra help, some of which has already been provided.

And recently the Secretary of Agriculture repledged his determination "to close the gaps which now exist in child nutrition—to provide every child, regardless of the family's income, with the opportunity for a complete meal during the day when he or she is away from home in school."

The Secretary also cited the National School Lunch Week Proclamation by the President, which calls upon "the people of the United States to observe . . . the week . . . with ceremonies and activities designed to increase public understanding and awareness of the significance of the National School Lunch Program to the child, to the home, to the farm, to industry, and to the Nation."

Many State governors have also proclaimed School Lunch Week, and most of the 71,300 schools participating in the program will conduct "open house" and other school activities to demonstrate to parents and interested citizens the importance of good nutrition to the growth and development of school children.

National School Lunch Week gives schools a chance to "set an extra plate"—to show parents and local officials what school lunch is all about.





Blakeley, Connecticut



Bonar, Delaware



Flanagan, Florida



Stalker, Massachusetts

They've Been With School Lunch Since Its Beginning



Hemphill, California



Farrell, California



Powell, Arkansas

TWENTY YEARS' operation of the National School Lunch Program demonstrates that its effectiveness comes from the hard work, experience, and know-how of State and local people who carry the program into the 71,000 participating schools.

Representative of the State workers who use the assistance supplied by USDA's Consumer and Marketing Service—cash, donated foods and technical aids—to strengthen school feeding programs are the 14 school lunch and food distribution State administrators pictured on these pages. All of them were active in implementing the National School Lunch Act immediately after its passage in 1946, and have continued to carry out the program in their States for the past 20 years.

Citations for "20 years of continuous, dedicated and effective administration of the cooperative Federal-State-Community school lunch and food distribution programs" were awarded to the 14 "veterans" by USDA-C&MS during a national conference in Washington, D.C. this summer.

Following are brief biographies of the awardees:

Ruth Powell, Director of Arkansas' School Lunch Division, holds BS and MS Degrees in Home Economics, taught in Arkansas schools from 1923 until 1946. She has served on several school lunch advisory committees for the National PTA Congress and USDA. The *Progressive Farmer* named her "Woman of the Year" in 1958.

After five years of teaching, James M. Hemphill joined the California Department of Education in 1946 as Assistant Supervisor of Child Care Centers. Later

that same year, he was named Supervisor of the newly established School Lunch Program. On several occasions he has served as a school lunch consultant to USDA. In 1964 he received the Humboldt State College Alumni Association's "Who's Who" award.

William A. Farrell of California began work with his State's Department of Education during World War II and later helped to establish the State Agency for Surplus Property. Afterwards he was named Chief Surplus Property Officer to distribute USDA foods, among other duties. He has served four terms as President of the National Association of State Agencies for Surplus Property.

Edith Cushman Blakeley, School Lunch Director for Connecticut since October 1943, has one of the longest service records in school feeding. A native of Brooklyn, N.Y., and graduate of Cornell, she has been active in home economics and dietetic groups. In 1954-55 she served as President of the American School Food Service Association.

Martha Bonar's first "taste" of school lunch operations was 25 years ago, in West Virginia, where she headed WPA Women's Service Projects. Then, after serving for 10 years as Director of the State's School Lunch Program, she was called in 1957 to use her valuable experience as Program Director in Delaware.

Thelma G. Flanagan, Florida School Food Service Director since 1943, has served as school lunch consultant to USDA; President of the American School Food Service Assoc.; Chairman of Southern States Work Conference Committee which developed "School



Langkop, Missouri



Cutter, New Hampshire



Davis, Jr., North Carolina



Bash, Ohio

These school lunch and food distribution State administrators celebrate their 20th anniversary with National School Lunch.

Lunch Policies and Standards" in 1947. She is the author of numerous articles and publications on school feeding programs.

John C. Stalker, Massachusetts School Lunch Director since 1943, has also been head of Commodity Distribution in the Bay State since 1935. An early employee of USDA, he has served as school lunch program consultant to USDA on several occasions. He designed the American School Food Service Association's emblem, which sums up his philosophy of "the building of healthier boys and girls."

In Missouri, Earl M. Langkop's responsibilities include the lunch, milk and food distribution programs. A former USDA staff member, he has served as program consultant to USDA; two terms as Chairman of the Legislative Committee of American School Food Service Association; and currently represents the 11-State Midwest Region on that committee.

Ruth Cutter of New Hampshire became an elementary home economics teacher in Concord, then Supervisor of Home Economics and School Lunch. As the lunch program expanded she became first State Director of New Hampshire's School Lunch Program. During her 20-year tenure she has driven over 200,000 miles, visiting every town in her State.

Jay P. Davis, Jr., was raised on a farm near Salisbury, N.C. After graduation from N.C. State University he worked for USDA through 1945. Since then he has served as State Director of the N.C. Department of Agriculture's Commodity Distribution Program, using helicop-

ters and ducks to get foods to where needed. In March 1966 he was named employee of the month by the State Agriculture Commissioner.

Wade D. Bash, Chief of the Ohio School Lunch Program since 1946, holds several degrees from his State University, and over the past 20 years has published many articles on the lunch program. He also served in Japan for two years as Communications Officer for the U.S. Navy.

Born in Providence, Rhode Island, Elizabeth F. Angell has climbed many steps of the ladder of foods and nutrition work to become Chief of the School Lunch Division in the R. I. Department of Education. She is a past president of both the State Home Economics Association and the Nutrition Council, and is listed in "Who's Who of American Women." Her association with lunch work began in 1943.

Rodney A. Ashby is Administrator of Utah's Division of School Food Services. Since 1946 he has often served as a consultant to USDA. He initiated the Utah School Food Service Association in 1949. In 1963, he chairmanned an ASFSA team to Latin America to help establish child feeding programs.

Gordon W. Gunderson, Administrator of his native Wisconsin's school lunch, milk and food distribution programs, set up lunch programs in the State when USDA began donating foods for school feeding in 1939 and was the first to initiate a Special Milk Program in 1954. He served as program consultant to USDA, and several terms as national legislative representative for American School Food Service Association.



Angell, Rhode Island



Ashby, Utah



Gunderson, Wisconsin

THE BIRTH OF A FOOD STAMP COUPON

THE FOOD STAMP PROGRAM, administered by the U.S. Department of Agriculture's Consumer and Marketing Service, depends, in part, for its existence on a consistent supply of expertly produced food stamp coupons.

Under the program, eligibles spend a certain amount of their money to get coupons of greater value to buy more and better foods at their retail stores. The program is now functioning in 327 areas in 40 States and the District of Columbia—with over one million needy persons participating. And it takes a great number of food coupons to meet this need.

Thanks for production of the coupons go to the Department of the Treasury's Bureau of Engraving and Printing. Workers in the Bureau exercise the same care and skill making food stamp coupons as they do producing our currency and postage stamps. Here is how they produce 50-cent coupon books. The production of \$2 books follows the same processes.



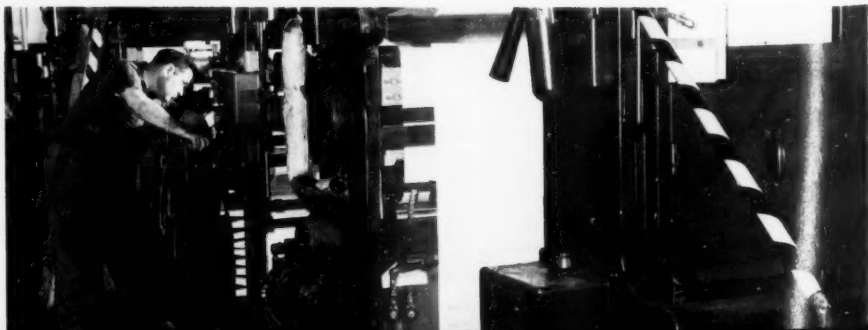
The job of printing food coupons begins with making a die. Above a highly skilled engraver touches up a food-coupon die. There is only one die in existence for all the coupons that will ever be printed. The same one is used for both 50-cent and \$2 coupons. A 50-cent or \$2 "counter" (an engraved insert) is added as desired when rollers are made. The die's impression is sunken and reversed—you cannot read it without a mirror.

Other skilled workers transfer the die's impression on to a steel roller under extreme pressure, relying on the fact that the die is made of harder steel than the roller. The impression made on it is raised and is right-side-up—you can read it without a mirror. The roller is hardened before it is used to make a steel plate, the printing unit.

At left a Bureau worker, a siderographer, carefully manipulates a large wheel to activate the roller and make it cut into the steel plate. Using extreme care to keep the plate from buckling, he will make 21 die impressions on the plate. They will be sunken and reversed. Here again pressure and differences in degrees of hardness make the transfers possible. After the finished plate is hardened and chromed, it goes to the printing press.

The plate is now in this press being printed on a roll of paper just 388 feet short of being 2½ miles long.

Each roll consists of 7,500 sheets; 21 food coupons will be printed on each sheet. The paper used is essentially the same as that used in producing postage stamps.





At the perforating operation, officials of the Bureau and USDA examine the coupons.

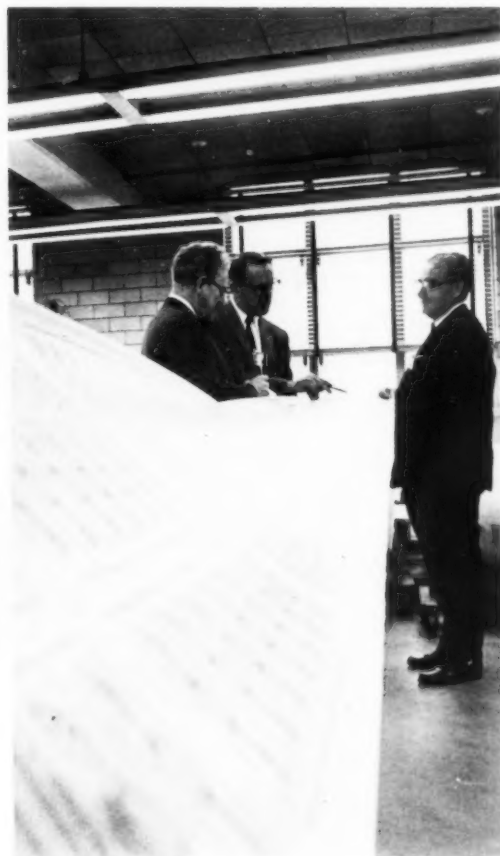
This operation reduces the rolls of coupons to individual sheets and punches holes along the left border of each sheet so coupons can be easily removed from coupon books.

About 8 percent of all coupons printed are rejected because of printing flaws, tears, smears, or other imperfections. After being inspected, the sheets are trimmed to make a positive book-assembly possible.

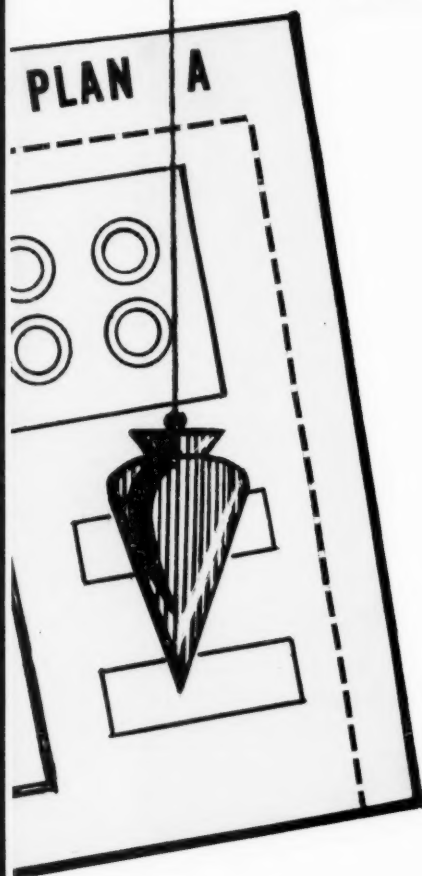
Bureau workers next collate the sheets with coupon book covers—six sheets and a cover. Each cover bears a serial number. After a series of cutting and binding operations, 21 books of six 50-cent coupons each will be produced from each set. The Bureau's production of food-coupon books exceeds its production of postage-stamp books.

Shown below are the final cutting operation and the packing of the coupon books in boxes—250 books to a box.

About 90,000 coupon books are produced each day to keep abreast of the Food Stamp Program's needs. Currently, this is a 70-worker activity, not counting indirect contributions by other Bureau workers.



HOW TO BUILD AN EFFICIENT SCHOOL LUNCH KITCHEN



BUILDING A NEW SCHOOL kitchen and lunch room that will be efficient and pleasant to work in takes many hours of planning, figuring, consulting and decision-making. And it's well worth it; good planning pays off handsomely for years to come.

Just how much it can mean and how to approach it was investigated in a U.S. Department of Agriculture research study on layout, equipment and work methods for school lunch kitchens and serving lines. The Agricultural Research Service examined six existing school lunch rooms serving from 350 to 1,800 Type A lunches a day. All six participate in the National School Lunch Program administered by USDA's Consumer and Marketing Service.

According to the study, the two top-rated kitchens which had originally been well-planned in great detail were still operating efficiently even after years of use and growing workload. In contrast, the two poorest-rated kitchens had been given whatever space was left after all other school demands had been met. Not surprisingly, the result was an unsatisfactory kitchen in space and layout—with high labor costs.

How do you avoid the latter situation in this day of rapid growth and change, when many schools are said to be too small by the time they're built? First—plan for growth. Consider enrollment forecasts and other trends in education that may affect student participation in the school lunch program. The researchers point out that you can build a kitchen to turn out 50 percent more lunches than are currently needed—without impairing present efficiency. Beyond that, best plan for a later addition.

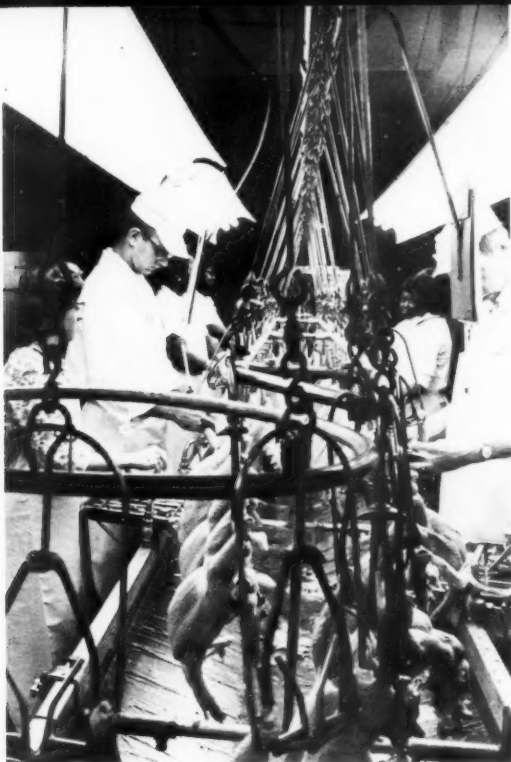
School administrators get best results when they bring the school lunch manager or supervisor into all stages of planning. Their experience is valuable in outlining the needs for kitchen space and equipment. Be sure to get the latest and most authoritative guidance and information available. Get new ideas by visiting new and well-planned school lunch rooms and comparing notes with other administrators and lunchroom personnel. Consult with the State School Lunch Director's office; their experi-

ence in setting up lunch programs can help pinpoint shortcomings and solve problems in your plans.

When drawing up initial plans, remember that no detail is too small—right down to the last water fountain at the entrance to the lunchroom. The more specifics about space and facilities you can give the food service consultant or architect, the better blueprint he can produce. For greatest efficiency in floor layout, no more than a third of total floor space in kitchens should be covered by equipment—with the remaining two-thirds given to space around equipment and traffic lanes.

Job requirements of kitchen workers and time schedules also have an important bearing on efficient planning. The study showed that:

- Work specialization by kitchen workers makes for greater efficiency, as does the use of part-time workers during peak hours.
- In the schools surveyed, it required anywhere from 4.7 to nearly 7 minutes to prepare a Type A lunch, based on dividing total labor time (including supervisor's and janitor's time) among all lunches served. Output averaged 9 to 13 meals per man-hour among large and small operations.
- You don't necessarily have to be big to be efficient. The second smallest school used almost the least labor time per lunch, serving the same menu as the other study schools to 368 students a day. Layout and facilities were good, although the researchers found that labor needs are affected about equally by such other factors as size of operation, availability of equipment, management and work methods.
- Almost as much labor time—23 percent—is used in serving (including setting up the serving counter and lunchroom) as is spent in food preparation and cooking, which takes 26 percent.
- A breakdown of labor time by activity shows that 15 to 25 percent of the workers' time is spent walking and 9 to 12 percent consumed in delays.
- Managerial time used in cost control, record-keeping and analysis activities is well spent, resulting in greater efficiency of the total operation.



Through its safety program, the Poultry Division is trying to eliminate hazards to C&MS inspectors, such as improperly grounded electrical equipment (left), unguarded equipment and machinery (top right), and slippery floors (bottom right).



Poultry Division Launches SAFETY PROGRAM

By Hermon Miller

LAST YEAR, PRESIDENT Johnson urged all Federal agencies to reduce the number and cost of injuries to Federal employees 30 percent by 1970. The Poultry Division of USDA's Consumer and Marketing Service is meeting this challenge with action.

The Poultry Division has been plagued by the frequency, and sometimes the severity of on-the-job accidents suffered by its inspectors and graders in USDA-inspected plants. Encouraged by the President's "Mission Safety-70" program, they launched last winter the most intensive safety-awareness program ever attempted in C&MS.

Since then, the Poultry Division program has won the praise and cooperation of trade groups and equipment manufacturers. Even more important, it has stimulated interest among many plant managers who were concerned about the number and costliness of accidents involving their own employees.

Although less than a year old, the

program has moved swiftly through three distinct, yet closely related, phases:

PHASE ONE—A safety survey team from the Departments of Labor and Agriculture last January examined inspection and grading operations in several poultry processing plants in the East and Southeast. The team returned to Washington with a long list of hazards, including slippery floors, low overhanging lights, improperly grounded electrical equipment, unguarded equipment and machinery, and open drains. The team also found that many C&MS employees were following unsafe practices, indicating a definite need for better training and additional policy guidance and standards.

PHASE TWO—As a followup to the survey, 2-hour safety sessions were incorporated into eleven technical training meetings held throughout the United States last spring for C&MS poultry inspectors. The participants called at-

tention to additional dangers and the list of potential hazards grew.

PHASE THREE—Two safety-training meetings were held earlier this summer in Atlanta and Kansas City for poultry inspection and grading supervisors. Representatives of poultry indus-

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try food trade groups, equipment manufacturers and employee organizations also attended. The major areas covered in the safety sessions included supervisory responsibility for safety-inspection procedures, accident investigation and reporting, and methods for identifying and eliminating hazards. Also covered at the sessions were the many legal and economic problems arising from accidents in the plant.

The Poultry Division's safety-awareness program is now entering its next, and most important phase—taking what has been learned and applying it.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

FROM THE SCHOOL LUNCHROOM

Clinton, Okla. is using an interesting and effective approach to the full realization of benefits under the National School Lunch Program—now starting its 21st year.

An especially needy school there, operating a lunch program financed with special assistance funds, achieved 100-percent participation in its program by permitting students to "charge" their lunches.

This "charging" enabled the school to serve lunches to all students on the same basis without identifying the students whose families were unable to meet the cost of the lunches. The National School Lunch Act requires that there be no discrimination against any child because of his inability to pay for his lunch. The needy families, of course, were not billed for the school lunches their children enjoyed.

This Oklahoma school is one of 817 in 50 States and Puerto Rico that started or improved school lunch programs with Section 11 funds—a special appropriation of \$2 million that the Congress voted the National School Lunch Program for the 1965-66 school year.

The program is administered by the Consumer and Marketing Service of the U.S. Department of Agriculture.

* * *

There wasn't time to change menus. Within the hour, a distinguished expert would arrive to sample the day's offerings.

Two Wilmington, Del., school lunch managers faced this crisis—after being informed that Mr. Tencrede J. Ballard, an expert on the preparation and serving of high quality meals and maitre d' of one of Wilmington's finest hotels, would visit their schools, eat the day's lunch, and pass his judgment on it. The News-Journal newspapers in Wilmington arranged the visit, the results of which appeared in their Evening Journal for June 8, 1966.

The expert pushed his tray through the lunch lines. He sat down to eat the same food the students were eating.

From his (a gourmet's) point of view at Oak Grove Elementary, the Journal related, the toast cups under the creamed beef should have been toasted longer. But the creamed beef was "good." The sandwich needed "more peanut butter." The cole slaw was "good." And the cake? He didn't like it.

At Dickinson High School, however, he found more peanut butter in the peanut-butter-and-jelly sandwich and the chocolate pudding "was enough for a meal, and it was good."

In both schools, the cleanliness of the kitchen and dishes impressed him very much.

The final decision: "Let me tell you," Mr. Ballard said. "You cannot get better than that. For 30 cents, it's wonderful."

AIR SHIPMENTS OF PRODUCE SET RECORD

Fruits and vegetables loaded onto airliners in San Francisco and Los Angeles and shipped to distant markets set a record this year.

The peak shipment was on May 11. Federal-State Market News reports show that on that date the equivalent of 24 carlots of strawberries and 3 1/3 carlots of cherries, asparagus, lettuce, peaches, green onions, and miscellaneous oriental vegetables were moved as air freight. Total billing weight for the day exceeded 1/2 million pounds.

Market News officials of the U.S. Department of Agriculture's Consumer and Marketing Service say the airlines handled 26 percent of all out-of-State shipments of California strawberries made during 1965. For the first time, air shipments exceeded the rail movement. Most of the air shipments within the U.S., they say, go to markets in the northeastern and north central parts of the country. Sixty percent of the 1965 total went to Chicago and New York. Some of these strawberries were then transhipped by truck to other markets—often several hundred miles away.

Of a total of 840,000 pounds of all fresh fruits and vegetables flown from California to European markets in 1965, 726,000 pounds—or 86 percent—were strawberries.

Shipment of fresh produce by air from California dates back to the early 1950's. Volume at that time was negligible—mainly semi-luxury items moved in early spring.

The first big increase was in 1962, when some 200 to 250 carlot equivalents of strawberries were flown to eastern markets. Figs, cherry tomatoes, oriental vegetables, and asparagus also were air-shipped that year.

At the beginning of the 1963 season, the San Francisco and Los Angeles offices of the Federal-State Market News Service began compiling a daily record of air shipments of produce. In 1964, arrangements were made for the Market News Service to obtain comprehensive reports by commodity, billing weight, and destination—direct from the airlines.

Airline officials see further rapid growth in air shipments of farm products through 1966 and 1967. Their reasons: better use of equipment, better packaging, increased automation, additional services, greater effort to improve marketing conditions, improved sales promotion plans, and an enhanced demand for high-quality perishable products.

Another reason to expect an increase is the recent approval by the Civil Aeronautics Board of airline agreements on containerization. Carriers now can give shippers incentive tariff discounts for palletized loads, for using specialized types of containers, and for cargo weighing more than 10 pounds per cubic foot.

PLENTIFUL FOODS FOR SEPTEMBER

September, sending millions back to work and school, offers housewives a variety of tempting foods.

The Consumer and Marketing Service's list of plentiful foods for September shoppers includes grapes and Bartlett pears, turkeys, potatoes, and peanuts and peanut products.

California's grape crop, while 12 percent less than last year's record-breaker, is around 12 percent larger than average. Three Pacific Coast States will market their largest crop of Bartlett pears this year.

The turkey crop is expected to run 10 to 12 percent greater than last year, and September marketings about 6 percent above a year ago. There'll be plenty of potatoes at favorable prices, along with peanuts and peanut products from the 1965 crop.

MELONS—HOW TO PICK 'EM

During late summer and early fall, most food stores and roadside stands will be stocked with Crenshaw, Persian, Honeydew, and Casaba melons. Food specialists of the U.S. Department of Agriculture's Consumer and Marketing Service say a good way to pick a good melon is to make sure it "gives" slightly when you gently press your thumb against the blossom end. Smell it, to see that it has a faint pleasant "fruity" odor. And make sure it's free from sunken, water-soaked areas on the surface, which indicate deterioration.

To these tips, they add these specific ones for each kind of melon:

Crenshaw (a green and gold melon, pointed at the stem end)—Look for one with lots of bright, deep golden yellow color. Remaining green areas should show traces of yellow color.

Persian (a greenish-gray melon that's round like most cantaloupes but much larger and with less pronounced netting)—Make sure it's firm, but not hard. It should be changing from a deep greenish-gray color to a duller, lighter gray-green. If not ripe yet, it will be a bright green and glassy appearing.

Honeydew (oval-shaped, smooth, whitish melon)—A ripe one has a creamy yellow outer color, free from greenish cast.

Casaba (nearly round, but somewhat pointed at the stem end; is yellow, with a wrinkled appearance)—Look for one that's well yellowed.

WOULD YOU BELIEVE POULTRY SAUSAGES?

Children, and adults, too, may soon be calling for "more POULTRY sausages, please."

Cornell University has developed a new type of sausage made from poultry meat. Now being test marketed in Ithaca, New York, the sausage is made from chicken or turkey meat, and is expected to be another important outlet for poultry meat. The poultry meat going into the sausages, as well as all other ingredients, are inspected for wholesomeness by the Poultry Division of USDA's Consumer and Marketing Service.

NEW C&MS PUBLICATIONS

All of the following publications have come off press since July 1966.

Available free by post-card request from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250 are PA-667, *The U.S. Department of Agriculture's Food Donation Program* (reprint); PA-708, *How to Use USDA Grades in Buying Food*; AH-265, *Labels and Regulations Affecting the Cheese Industry* (revised). (Please order by number and title.)

C&MS-21, *Federal-State Market News Reports—A Directory of Services Available*; C&MS-44 (1965), *Grain Crop Quality—1965 Crops*—these can be ordered by number and title from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

For sale from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402 are PA-270, *Food Buying Guide for Type A*; PA-270, *Food Buying Guide for Type A School Lunches* (reprint) (\$1.25); AH-31, *Poultry Grading Manual* (reprint) (30c).

Please include your ZIP Code with your publications requests.

USDA AND DEFENSE DEPARTMENT TEAM UP TO SOLVE PROBLEM

The Defense (Department) Personnel Support Center, after finding that some of the frozen poultry it had ordered weighed less than contracted for, asked the Poultry Division of USDA's Consumer and Marketing Service to look into the matter. Personnel from the Grading Branch of the Poultry Division found that most of the short weights were caused by stacking poultry too high at the warehouse. This compression literally squeezed the weight out of the poultry. In addition to solving the "lost-weight problem," Poultry Division personnel made several other recommendations to improve the quality of the poultry received under Support Center contracts, including the elimination of wet shipping containers and containers that were bent out of shape because they were stacked too high before freezing.

MEAT TIPS

—from meat inspectors
of USDA's Consumer
and Marketing Service

All ingredients in federally inspected processed meat products must be approved by meat inspectors in USDA's Consumer and Marketing Service. For example, C&MS inspectors allow only limited use of sulfites in vegetables to be mixed with meats since sulfites can destroy Vitamin B-1, and meat is an important source of this vitamin. Sulfites are often used in dehydrated products to prevent darkening.

* * *

All equipment in federally inspected meat-packing plants, including such items as cutting boards, must be approved by meat inspectors in USDA's Consumer and Marketing Service. A manufacturer of rubber cutting boards recently proposed a cutting board which contained a substance to inhibit the growth of bacteria. However, C&MS inspectors did not approve the use of the board in federally inspected plants, because of the possibility that the substance could be absorbed by the meat. Since thorough cleansing of cutting boards will prevent excess bacterial contamination of meat, C&MS said the substance was not necessary.

* * *

Each formula for processed meat products for sale in interstate or foreign commerce must be approved by meat inspectors in USDA's Consumer and Marketing Service. For example, a recent product labeled "Pork and Chicken Sausage, Cereal Added," was rejected because it contained an excessive amount of paprika—which made the sausage appear to contain more lean meat. The product also exceeded the 3 percent limitation on added moisture for sausage.



What the LABEL means ON THE SAUSAGE

By Nancy Duckworth

EDITOR'S NOTE: To help you understand the variety of flavors, textures and forms of sausage, USDA's Consumer and Marketing Service points out that sausage is divided basically into six groups—fresh sausage, uncooked smoked sausage, cooked smoked sausage, cooked sausage, semi-dry sausage, and dry sausage. In this article, we'll explore the first two. (Succeeding articles will cover the others.)

Sausage is a natural the year around whether served for a hearty breakfast, an appetizing lunch or a light summer dinner. From the mildest flavored pork sausage to the highly seasoned pepperoni . . . there's a sausage for every taste.

With more than 200 varieties of sausage on the market, however, many homemakers pass up these delicious meats because they don't know which ones to choose or how to serve them. But you can find help in making your choice right on the label of the sausage itself.

And, your key to assurance that the label is accurate is the mark of Federal inspection. It is put only on sausage that has passed the exacting tests of Federal inspection designed especially for your protection. All meats and meat products produced for distribution in interstate commerce must have this inspection mark.

The average American homemaker is familiar with only 8 or 10 varieties of sausage. Yet, Americans actually can enjoy more varieties of sausage than any other nationality, principally because we have inherited the tastiest recipes from each group of immigrants who settled here.

Our mixed ancestry accounts for the often exotic names by which these meats are known. Even the common ones like frankfurter, bologna, goteborg, and salami still carry the name of the city or region from which they originated.

Fresh sausage and uncooked smoked sausage are the most perishable of all the sausage products.

Fresh sausage is made of meat which has not been cured or smoked. It should be refrigerated and used within 2 to 4 days after purchase, or it may begin to turn rancid.

Uncooked smoked sausage is made from either fresh or cured meat which has been smoked but not cooked. It can be stored under refrigeration for up to one week before using.

In considering various types of sausage, remember that the terms "cooked," "smoked," and "cured" are not synonymous—each is a different process designed for a specific purpose.

Expert wurstmachers (sausage makers) say fresh sausage should be seasoned delicately—with a view toward enhancing the natural meat flavors.

As with other types of sausage, the actual formulas for these two varieties vary among sausage makers each of whom attempts to produce the style preferred by his customers. Seasonings, fineness of meat grind, blending of various meats, and the processing procedures all affect the flavors and appearance of the finished product.

Most fresh pork sausage is seasoned with pepper, sage, salt, and sugar. Other fresh sausage and uncooked smoked sausage differ in their seasonings, but are usually spiced with combinations of salt, pepper, sugar, garlic, mace, mustard, parsley, and others.

Regardless of the combination of meats or spices used, all formulas for federally inspected sausage must be submitted to the Consumer and Marketing Service for approval before they are used.

These formulas must conform to certain basic guidelines which insure a wholesome, truthfully labeled product. This advance approval also assures consumers that they can expect the same basic type of sausage when buying those with similar names but of different brands.

Of the fresh sausage varieties, pork sausage is probably the most popular. It consists of freshly ground pork seasoned with sage and stuffed into a variety of shapes. When first made, pure

pork sausage has a pink color which turns grey upon exposure to air.

Fresh pork sausage is available in regular links, as well as skinless and miniature or cocktail-style links. It also comes as bulk, in the form of bricks, rolls, or patties. The regular links are 4 to 5 inches long, $\frac{3}{4}$ inch in diameter and come 16-18 per pound.

USDA regulations require that fresh pork sausage produced under Federal inspection cannot contain more than 3 percent added moisture (water) and 50 percent fat. This is the fat that is normally on the meat used to make the sausage. The addition of other fat as such is prohibited.

Fresh pork sausage, like all other pork products, must be thoroughly cooked before serving. It is considered properly cooked when all traces of pink disappear from the interior.

The newest method of cooking fresh pork sausage links is to place them in a cold skillet, add about $\frac{1}{4}$ cup of cold water, cover and let them steam for 8 to 10 minutes over a medium heat. Then remove the cover and fry until they are golden brown. Links may also be baked in a 400° F. oven until they are browned and thoroughly cooked.

The author is a Home Economist on the Labels and Standards Staff, Technical Services Division, C&MS, USDA.

A more coarsely ground variation of fresh pork sausage is that called "country style." It is seasoned with sage and sometimes red pepper and comes in both a mild and hot form.

The "country-style" often comes in links 1-3/8 inches in diameter and 8 to 10 inches in length or an unlinked or continuous "rope" form. Likewise, it is sold in bulk in rolls, bricks, and patties. The roll comes in a polyethylene or cloth casing about 2 inches in diameter, while the bulk form is sold in 1- to 6-pound packages.

Fresh country-style pork sausage in link or rope form should be prepared



YOU BUY

the same way as regular pork sausage links, except that it is cut into serving-size pieces first and then cooked with a small amount of water for 10 to 12 minutes before being browned.

Meat balls and meat loaves are often made from or include this country-style pork sausage. Care must be taken to insure that they are thoroughly cooked.

For use in stuffings, sauces, or casseroles, the bulk sausage should be precooked by sauteing the meat until the pink color is gone.

It can also be made into thin patties. Place the patties in a cold skillet and cook over a medium heat about 20 minutes, turning once. The patties can also be broiled or baked. To broil, try rolling them in flour and broiling under a moderate heat for 8 to 10 minutes or until all pink color disappears.

Products labeled "fresh breakfast sausage," "fresh sausage," or "sausage"—and not specifically labeled "fresh pork sausage"—are made with fresh pork but may also contain fresh beef, tripe, or certain variety meats. They too are sold in links, rolls, and patties, and should be cooked in the same manner as the traditional "fresh pork sausage."

Now for some of the less familiar fresh sausage.

Bockwurst (Beerwurst) usually comes in links about the size of frankfurters and is traditionally served around Eas-tertime. The links are light colored, and are made of freshly ground pork and veal seasoned with chives, cloves, lemon, mace, sage, and white pepper. Raw eggs may also be included. Although Bockwurst comes scalded or parboiled, it should be cooked thoroughly unless the label specifically states that the product has been cooked.

Bratwurst is German for pork sausage. However, the type of bratfurters or "brats" sold in this country is comprised of fresh pork and veal or beef.

It is slightly flavored with coriander, ginger, mustard, and lemon rind or juice. No sage is used. It comes in links 1-3/8 inches in diameter and 4 inches long with 6 to 7 links per pound.

Although most bratwurst is found in

a cooked form it is also available in an uncooked form in some areas of the country. Production of this sausage is greatest during the warm weather since it is especially popular for grilling.

To grill or broil "brats" first place them in a pan and cover with water. Bring the water to a boil and simmer the "brats" 5 minutes. Drain and cool the "brats." They can then be grilled or broiled until golden brown.

The extra step of simmering them first in boiling water assures thorough cooking of the "brats" or other fresh linked sausages and lessens the possibility of their splitting and losing juiciness when grilled.

The German way to prepare bratwurst and fresh linked sausages is to par-boil them in water for 5 minutes. Then drain and dry the sausage. Roll them in flour and slowly brown in a small amount of fat in a frying pan.

Fresh thuringer sausage is also a mixture of ground pork, veal, and beef. It is usually seasoned with caraway, celery seed, coriander, ginger and mace. It may also be smoked. Thuringer links are generally 1-3/8 inches in diameter and 6 to 8 inches long. Traditionally it is sold as a fresh sausage, but may also be sold scalded, or par-boiled. It too can be broiled or grilled in the same way as bratwurst, or slowly browned in a frying pan.

Fresh Italian pork sausage is popular for pizza, spaghetti, and sandwiches. It is made of pork and seasoned with coriander, garlic, nutmeg, paprika and red pepper. It comes in both a mild and hot variation.

Fresh Italian pork sausage should not be confused with other types of Italian sausage which are traditionally of the "dry" variety.

Fresh Italian pork sausage is sold in links, a continuous rope, or in bulk. The links and continuous rope can be cooked similarly to country-style pork sausage or brats. Like other fresh sausage sold in bulk forms. Italian pork sausage can be used in meat loaves and casserole dishes or shaped into patties for frying. No matter which way you choose to pre-

pare it, make sure it is thoroughly cooked.

Weisswurst (white sausage) is a light colored, mild sausage made of pork and veal and seasoned with mace, sage, and thyme. It comes in links 4 inches long and should be cooked the German way.

Like the fresh sausage varieties, the uncooked smoked sausage must also be cooked thoroughly before eating.

Smoked country-style pork sausage and smoked pork sausage links are cooked in the same manner as the fresh pork sausage. They too are made of pork, but are mildly cured and smoked and may be seasoned with red pepper and paprika in addition to sage.

Smoked country-style sausage, however, differs from the above in that it contains beef as well as pork and is spiced with coriander. The meat is given a mild cure and stuffed into casings and smoked.

These fresh or uncooked smoked sausages may be served with waffles or pancakes, American or German potato salad, baked beans or sauerkraut, in casseroles or meat loaves, or in pizza or sandwiches. Whatever your preference, take advantage of their wonderful wealth of flavor—and find new and exciting ways to use them.

They are 100 percent edible, and each is packed with the same proteins, B vitamins, and minerals as the meat from which they're made. Sausage meals fit right into the busy homemaker's schedule, and C&MS recommends that you try several varieties to decide which ones your family prefers.

But to make sure your family is getting the safest sausage, look for the familiar mark of Federal meat inspection. It tells you that the product is wholesome, was derived from healthy animals, was processed under sanitary conditions, and is honestly packaged and labeled.

Remember not all sausages are federally inspected—only those which are processed for distribution across State lines. So, look for the symbol of protection provided by the USDA's Consumer and Marketing Service.

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OFFICIAL BUSINESS

USDA & Cotton Industry Mark Fifty Years of Cooperation

The Cotton Industry & USDA have worked together for more than 50 years to make their "spot quotations" system work.

By W. G. Streicher

FOR MORE THAN 50 years the cotton trade and the U.S. Department of Agriculture have worked together—quietly but effectively—to make cotton price information available to all segments of the cotton industry.

The "spot quotation" system they use is unique among agricultural industries, but little known outside the cotton business.

The members of cotton exchanges at designated spot cotton markets have given much time and energy to making this system work. It is they who, working with USDA, establish the spot quotations in their markets for publication.

A cotton exchange is an incorporated organization of cotton marketing firms formed to establish rules and regulations to govern trading, to release information, and to provide a means of adjusting controversies among members.

It is the exchange that takes the initiative for having its market officially "designated." To do so, it makes application to USDA's Consumer and Marketing Service. If it can show that its market is one in which cotton is sold in such volume and under such conditions as to accurately reflect the value of Middling Cotton and of other grades for which official USDA standards have been established, then it may be designated as a bona fide spot cotton market.

Today there are 15 such designated spot cotton markets. Seven of these were among the first to be designated on February 10, 1915. They are Augusta, Ga.; Dallas, Galveston, and Houston, Texas; Little Rock, Ark.; Memphis, Tenn.; and Montgomery, Ala.

New Orleans, La., has been a designated market since June 1, 1915. And Atlanta, Ga., and Charleston, S.C., have been designated markets since September 1, 1916.

Changes in areas of production and

marketing practices bring about shifts in designated markets. Some of those named in years gone by have been dropped because they were no longer active. Latest among those to be designated are Lubbock, Tex., in 1949; Fresno, California, in 1952; Greenville, S.C. and Greenwood, Miss., in 1954; and Phoenix, Ariz., in 1962.

The author is head of the Quotations Section, Marketing Programs Branch, Cotton Division, USDA, Memphis, Tenn.

Here is how the price quotation system works in these designated spot cotton markets.

The cotton exchange in each of the markets appoints a spot quotations committee. Members are selected from various trade groups, producer organizations, merchants, shippers, brokers, and mill representatives.

Market supervisors of the C&MS Cotton Division canvass each designated market weekly to obtain information on cotton prices and market conditions. Then they present this information, plus prices obtained from country markets, at the scheduled meetings of the quotations committees. Each committee evaluates this information and arrives at "quotations," or representative prices for the various qualities of

cotton being sold "on the spot"—actual cash transactions—in its market.

These "spot prices," as determined and reported by the committees, are published daily by C&MS in the report, "Spot Cotton Quotations." This report, is one of the oldest daily national market reports currently being published by the U.S. Department of Agriculture.

The cotton trade, which includes all the firms and individuals engaged in assembling and moving cotton from the field through to the spinner or other raw-cotton outlet, depends on this information for orderly marketing. Spot cotton quotations provide a guide to current trading values for producers, merchants, shippers, mills, banks and insurance companies. They are also used as settlement prices for cotton futures contracts. They serve as a guide for establishing loan prices for support programs and settlement prices for sale of government stocks. And they are the source of historical, judicial and research material.

Moreover, they are of interest, and are disseminated throughout the world.

Over the more than 50 years it has been in operation, the spot quotations system has aided in more orderly and efficient marketing of cotton, benefiting not only the individual producer and marketer but the individual consumer of cotton products as well.

At a Spot Cotton Quotations Committee meeting at the Memphis Cotton Exchange are (left to right) M. W. Swett, Secretary, Memphis Cotton Exchange; H. B. Lemon, Geo. H. McFadden & Bro., Inc.; R. M. Ramsbottom, Ramsbottom Cotton Company; C. A. Godman, USDA, C&MS, Cotton Division; Hugh Francis, Hugh Francis & Company, Inc.; W. G. Streicher, USDA, C&MS, Cotton Division; Chester Lowrance, Dockery & Donelson Company; E. C. Wooten, Taylor Cotton Company.



